

Zac Gold

Principal Content Designer | UX Writer | Content Strategist

As an experienced content designer, strategist, and team lead, I love crafting teams, principles, and product visions to create delightful experiences that solve users' trickiest problems.

Achievements

Product Vision & Design Innovation

- Collaborated with product leaders and design/development teams to shape and implement product strategies.
- Conducted research and testing, developing content and design strategies to launch high-impact products.
- Enhanced existing products and introduced new ones through customer-driven innovation and strategic design thinking.

Optimised Design Systems

- Created and refined design patterns, specs, and content guides across multiple design systems, ensuring adherence to standards and reducing inconsistencies.
- Supported design teams and resolved major challenges as part of Intuit's Design Advisory Team, Content Design Council & Design Systems Team.

Cultivated Craft & Culture

- Cultivated a strong design culture among a dispersed group of designers in India, improving team morale, productivity, quality, and collaboration.
- Unified designers across multiple teams who previously had no singular leader or sense of community by acting as their dotted line lead.
- Guided the development and competency of content designers, recruited and onboarded new team members, and facilitated promotions to senior and leadership positions.
- Transformed an overlooked group into one of Intuit's largest and most competent content teams, through effective leadership and support.
- Developed training programs and tools to enhance skill, reputation and influence.

Streamlined Workflow & Processes

- Designed and implemented efficient workflows and processes for design, content, and strategy, significantly enhancing project quality and speed.
- Developed guidelines for AI initiatives, including Intuit Assist, and established standards for AI integration and usage.
- Coached AI prompts and best practice, overseeing the rollout of AI tools to increase efficiency and improve content quality and consistency.

Contact

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Areas of expertise

Content & Design Strategy

- Content Design Strategy
- Product Design Strategy
- Service Design
- UX Writing
- Design Research & Testing
- Complex Concept Translation
- Strategy Implementation

Leadership & Collaboration

- Craft Leadership
- Team Development
- Product Discovery Coaching
- User Advocacy
- Storytelling

Systems & Governance

- Content Governance
- Design System & Knowledge Base Development
- Workflow Optimisation
- AI Content Development
- Innovation & Process Improvement

Education

Birmingham City University

BA (Hons): Visual Communication

Experience

Content Designer | Strategist (2018 - Present)

Intuit

- Content strategy, including planning, testing, creating, and managing content.
- Fronted global content strategy and design implementation across brands.
- Developed and refined design systems, workflows, and guidelines.
- Led 9 content designers in India—guiding the team's growth and competency.
- Worked with 4 scrum teams across 2 product capabilities.
- Served 3 advisory teams—supporting all design disciplines, helping to resolve Intuit's biggest design challenges.

Senior Creative Copywriter (2017 - 2018)

M&C Saatchi

- Developed and executed integrated campaigns for top-tier clients.
- Collaborated with cross-functional teams to deliver cohesive marketing solutions.
- Innovated creative concepts that drove brand engagement and visibility.
- **Clients:** Woolworths Brand Group, Lexus, Expedia.

Creative Lead (2015 - 2017)

Nine Powered

- Led an internal design team in creating TVCs, digital content, and comms.
- Integrated brand strategies with Nine's broadcast and online properties.
- Managed high-profile projects, driving successful brand integration.
- **Clients:** McDonald's, Mazda, VW, Aldi, Amex, Telstra, Lion, CBA, Optus.

Senior Creative Copywriter (2008 - 2015)

Freelance (Sydney & London)

- Delivered high-impact campaigns for leading agencies in Sydney and London.
- Partnering with an art director, we created campaigns for global brands.
- **Agencies:** AKQA, Karmarama, Fallon, Droga5, Leo Burnett, DDB, Host, BMF.
- **Clients:** Nike, VW, Skype, Microsoft, Cadbury, Unilever, BBC, Barclays, CBA.

Digital Copywriter (2006 - 2008)

Crayon & GT (London)

- Developed digital platforms and campaigns for major clients.
- Enhanced user engagement through innovative digital experiences.
- Collaborated with cross-functional teams to deliver impactful digital solutions.
- Clients: Audi, Microsoft, Xbox, British Telecom, Virgin Air.

Awards

Cadbury

Spots vs Stripes

The FWA - Awards

Site of the Day

Cannes International Fest

Silver Lion

Friij

Where's Warren?

Campaign Media Awards

Best Use of Social Media

Marketing Week Awards

Best Integrated Campaign

IAB Awards

Best Online Campaign

Dr. Martens

First & Forever

Campaign Big Award

Best Direct Campaign

Guardian Marketing &

Advertising Awards

Best Campaign

Drapers Fashion Awards

Marketing initiative of the year

DADI Awards

Use of visual design

DADI Awards

Consumer products campaign

BIMA Awards

Best Engagement

Professional & Community Contributions

Consult & Training

Helping to train and guide agencies, small businesses and design teams.

Board of Studies

Avantika University

Advise on curriculum development, industry trends, and educational strategies.

Speaking & Presentation

Delivered talks and workshops on topics like prompt design, global by design, content strategy and more. Recent highlights include UXIndia and Lorem Ipsum CA.

Educational Initiatives

Avantika University

Developed content design electives for UX students at one of India's most prestigious design schools.